

How to measure EFFECTIVENESS of Health Promotion Activities

Effectiveness – typically measured in 2 ways:

PROCESS EVALUATION – “**qualitative**” **measure** of the methods and processes used to achieve the outcome; describes the specific activity (i.e., attendance/attrition logs, participant evaluation forms, satisfaction surveys).

OUTCOME EVALUATION – “**quantitative**” **measure** of change that results from program activities; requires baseline and follow-up measures [i.e., self-reported pre/post test behavior changes, measurement of risk factors (as BP, cholesterol, number of “doc” visits)]

*****Document outcomes as METRICS where possible*****

Evaluation plan should include systematic data collection and reporting structures, staff involvement and a timeframe for review.

Quarterly or 6 month reviews (i.e., for tobacco cessation) are suggested; some program goals require long time periods to demonstrate significant change. ***This fact plus a transient military population make some HP Program activities difficult to quantify and evaluate.***

Measurement "tools" can be:

- attendance/muster sheets
- crew feedback with before/after surveys
- before/after statistics from various program facilitators' reports (i.e., DAPA, PRT Coordinator, PMT)
- annual comparison of HRA data (i.e., annual HEAR survey results)
- satisfaction surveys
- individual program evaluations
- cost reduction/savings analysis
- “Healthy people 2010” objectives

A few examples from a big deck AMPHIB (~1000 crewmembers) in 1998

USS GATOR HP Program Evaluation Plan

The planned method of measuring effectiveness of your HPP activities.
Plan “process/qualitative” measures and/or “outcome/quantitative” measures. Plan to use METRICS where possible.

- Keep a roster of all members who exceeded the Navy body fat standards during the May 1998 PRT cycle and compare it to the roster of members who exceeded the Navy body fat standards during the November 1998 PRT cycle.
- Compare the number of members noted to have blood cholesterol levels greater than 200 mg/dl in 1997 and who attended the cholesterol education

workshop to the number of members noted to have elevated blood cholesterol levels in 1998.

- Keep a roster of all those members diagnosed with hypertension after thorough screening and monitor success of each member to maintain a normal blood pressure while on medication or after significant lifestyle modifications. Medical records to be reviewed at intervals to monitor follow-up progress.

USS GATOR HP Program Evaluation/Outcomes

**Three examples of documentation of HPP results are listed here. Can report as “process/qualitative” measures and/or “outcome/quantitative” measures in an Executive/Command Summary Report format.
Use METRICS where possible.**

Weight Management 1998 Summary Report

The GATOR PRT Coordinator reported 44 members (4% of the command) as exceeding Navy standards for body fat during the May 1998 PRT cycle. These members were instructed to attend the Weight Management Workshop from July 16th to August 6th. Twenty one members successfully completed the course, all of whom were noted to have weight loss by the completion of the course.

During the November 1998 PRT cycle, 22 members (2% of the command) exceeded the Navy standards for body fat. Five members failed both the May and November PRT cycles for exceeding Navy body fat standards. The comparison of the two cycles showed a 50% reduction in the number of members who exceed body fat standards at the command.

Cholesterol Control 1998 Summary Report

A command-wide cholesterol screen was conducted in November 1997. Two hundred seventy six members were noted to have blood cholesterol levels greater than 200 mg/dl. This comprised 30% of the command. Forty-six crew members attended the Cholesterol Control workshop on 10 Feb 98.

During 1998, six hundred forty three lipid panels were completed. One hundred thirty seven had blood cholesterol levels greater than 200 mg/dl. This comprised approximately 21% of the command.

A comparison of the yearly figures shows a 9% reduction in the number of crew with elevated blood cholesterol.

Hypertension Management 1998 Summary Report

One hundred sixty-six members were found to have elevated blood pressure during the November 1997 screening process. One hundred and twelve members returned to medical to have follow-up evaluation. Of these participants, only thirty-eight were diagnosed with hypertension. All 38 members were given a thorough physical examination, prescribed medication and counseled. Only thirteen of these members remain at the command, all of whom have become normotensive on medication.